

Missouri State Library
Office of the Secretary of State

Library Services and Technology Act
Federal Grant Program

**Website Makeover
Grant Application**

Fall 2006

**Missouri Five-Year State Plan
For the Use of
Library Services and Technology Act (LSTA) Funds
Fiscal Years 2003 - 2008**

Definitions:

- A. A public library is a library established and maintained under the provisions of the library laws or other laws of the state related to libraries, primarily supported by public funds and designed to serve the general public.
- B. A public elementary school or secondary school library is a library controlled and operated by publicly supported elementary or secondary schools, and designated to serve faculty and students of that school.
- C. An academic library is a library which is controlled and operated by a two (2) or four (4) year college or university, either publicly supported or private, and which is designated primarily to serve faculty and students of that college or university.
- D. A special library is a library established by an organization and designed to serve the special needs of its employees or clientele. A special library must have an appropriately trained librarian, an organized collection, a minimum of 20 hours of service per week, with some opportunity allowed for service to the public or a strong commitment to resource sharing. They include both private libraries and publicly funded libraries, such as those serving mental health facilities, correctional institutions, and government agencies.
- E. A library consortium is any local, statewide, regional, interstate, or international cooperative association of library entities which provides for the systematic and effective coordination of the resources of school, public, academic, and special libraries and information centers, for improved services for the clientele of such library entities.

Reprinted from State Plan submitted July 31, 2002

MISSOURI STATE LIBRARY
LSTA Website Makeover
Information & Guidelines
Fall 2006

Grant Program Description

This program offers to Missouri public libraries that are currently state-aid certified the opportunity to develop or redesign a website for more effective service delivery.

Your library's website serves as the electronic gateway to your library and its services; as such it deserves the same planning and care that your library's physical site receives. Websites are a form of marketing and a way of reaching otherwise unserved customers. A library website can be a vital information resource for your community. The library website should provide an access point for the depth of information and resources available at your library.

Grant Program Objectives

1. To support the user's need for information about library services.
2. To provide equitable access to this information for the user, including those persons using assistive technology to access information.
3. To improve the library's communication with the community.
4. To assist library staff with developing capacity to maintain the website effectively.

Grant Priorities

Priority will be given to libraries establishing websites for the first time, and for libraries, which need to meet the requirements of the 'Basics' list for content and design attached to this application. Libraries which already provide the content 'Basics' may also apply for grants to improve the website design, navigation, usability, and accessibility, and to increase the functions and services offered through the library's website.

Professional services may be obtained for the planning and design of the website, with transition of the current library's content to the new website structure, or with other activities deemed eligible by the State Library.

Eligibility

This grant is open to all public libraries certified to receive state aid. Eligible libraries must also have Internet access, preferably through the REAL Program.

Allowable and Unallowable Costs

Allowable expenses include, but are not limited to:

- Cost for professional services to design the website, and transfer information. This includes costs to develop templates or forms for use by the library in updating information on the website.
- Travel expenses of the contractor, including overnight expenses (lodging and food), if needed to meet with the designer(s).
- Content server and application software for the website – requires 25% local match for new websites; 40% local match for website upgrades.

Unallowable expenses include, but are not limited to:

- Servers and software modules to provide web access to the library's electronic catalog (please see the Library Technology Enhancement Automation Grant or Library Technology Ladder Grant)
- Renovation or construction to the library facility; furnishings; supplies; signage
- Development or purchase of training materials
- Ongoing operating costs, such as web hosting service fees
- Extended warranties and service contracts
- Computer and software training normally provided by vendors as part of the installation process for hardware or software
- Hiring a member of the applicant's own library or applicant's regional library
- Travel expenses for the library staff to complete the project
- Collection development acquisitions
- Costs for meetings, such as room rental, refreshments and related supplies

Large Purchase Documentation: If your grant request requires procurement of a large dollar item, then a competitive bid process may be necessary. For items over an amount specified in your procurement guidelines (example-Missouri State Library's specified amount is \$3,000), you will need to document your bid process used for the purchase. Informal methods of requesting competitive bids are: fax bids; telephone bids; catalog comparison; or, e-mail bids. Documentation can be in the form of a list stating names of the vendors, date of bid requests, and amount of bids. Any questions regarding this process can be addressed to Diana Very, LSTA Grant Officer, 573-526-1256.

Reporting Requirements

Libraries awarded this grant are required to submit narrative, statistical, financial and evaluative reports regarding the project. Copies of surveys, promotional materials, brochures, evaluation results and other documents produced as part of the grant project must accompany the final narrative report.

Grant Monitoring

According to Federal Regulations 45CFR1183.40, revised October 1, 2004, “grantees are responsible for managing the day-to-day operations of grant and subgrant supported activities. Grantees must monitor grant and subgrant supported activities to assure compliance with applicable Federal requirements and that performance goals are being achieved. Grantee monitoring must cover each program, function, or activity.”

In an effort to comply with the Federal Regulations, Missouri State Library staff will monitor and report program performance on awarded LSTA grants. This will be accomplished by site visits, interim reports, or phone calls.

Review of Applications

- Eligible applications are reviewed and evaluated by State Library staff.
- Staff recommendations are submitted to the State Librarian.
- The State Librarian makes recommendations to the Secretary of State.
- The Secretary of State makes final decision.
- **To be eligible for review, grant applications must be postmarked by October 4, 2006. Only complete application forms from eligible institutions will be reviewed.**
- No grant funds may be encumbered or expended until the library receives the final executed grant agreement signed by the library representative, the State Librarian, and the Executive Deputy Secretary of State.

Assurances

Before you apply:

Determine if your library's cash flow is adequate to meet the following terms and conditions of this grant, should it be awarded.

1. How payments are made:
Generally, grant funds are awarded in two or more successive payments, timed to allow the grantee access to sufficient monies to carry out and complete the funded project. However, 30% of the grant award is customarily withheld until completion and approval of the final report by the State Library. It is the grantee's responsibility to use the grant funds to pay project expenses in a timely manner. Grantees with cash flow issues are advised to work out payment arrangements with vendors in advance, if they must wait for a final grant payment to complete all payments to a vendor(s).
2. Disbursement of funds by grantee.
Federal regulations require the grantee to expend (disburse) all Grants payments within a reasonable time period of their receipt – generally up to 30 days. Failure to do so risks default of the grant funds to the State Library.
3. How the grant will be paid:
 - Grantees are paid 35% of the total grant amount upon completion of the final executed agreement.

- A second payment of 35% of the total grant amount is awarded upon submission and approval of the Second Interim Report and Request for Second Payment by the State Library.
- A final payment of the remaining grant amount (30% of the grant award or the actual remaining amount expended or encumbered) is disbursed upon completion of the project, following submission and approval of the Final Report and Final Request for payment by the State Library. The Final Report and Payment Request is due no later than 30 days after completion of the project or the end of the grant period.

Grant Program Timeline

October 4, 2006	Applications due (postmark date)
January 1, 2007	Beginning of grant period
December 31, 2007	End of grant period

Mail completed application forms to:

Diana Very, Library Consultant/LSTA Grant Coordinator
LSTA Grant Application
Missouri State Library
600 West Main Street, PO Box 387
Jefferson City, MO 65102-0387

For further information, contact:

Debbie Musselman, Library Consultant Technology/Census
Missouri State Library
600 West Main St, PO Box 387
Jefferson City, MO 65102-0387
Telephone 573-526-6734 or (in Missouri) 800-325-0131, ext.14.
E-mail: debbie.musselman@sos.mo.gov

CIPA COMPLIANCE

In deciding whether to apply for any LSTA-funded grant, libraries should be aware that accepting such a grant might trigger an obligation to comply with the Federal Children's Internet Protection Act (CIPA). Whether CIPA is triggered will depend on the specific use of the LSTA funds awarded. If triggered, CIPA will require a grant recipient to certify that it has in place a policy of Internet safety that includes the operation of a technology protection measure (filter) with respect to any of the recipient's computers with Internet access. The nature of the certification depends upon the type of library making application.

MISSOURI STATE LIBRARY
LSTA Website Makeover
Grant Application Instructions
Fall 2006

Please call Diana Very, LSTA Grants Officer, 1-800-325-0131 ext. 16, if you have questions about the instructions or application forms.

GENERAL INSTRUCTIONS

- Use the enclosed application form. The application form is not to be changed in any way. Responses may be inputted on the Word document and then printed.
- The application will be photocopied for use by the Grant Review Committee. Fill in the library's name at the top of each sheet. The application form and instructions may be photocopied as needed.
- Part II-Program Narrative and Part III-Budget Narrative are to be typed double-spaced on plain sheets, with the library's name at the top of each sheet. Attach these narratives to the back of Part I of the application form.
- Signatures must be included or the application will be ineligible for consideration.
- Failure to give the required information may eliminate your application from consideration.
- Double-check your math in the budget portion. Proofread the proposal. Correct spelling, grammar, and typing mistakes before submission.
- Use white 8 ½ x 11" paper. Do not use binders, folders, or notebooks.

ITEMIZED INSTRUCTIONS

Part I

- *Project number*-Leave blank.
- *Name of library*-Give the official, legal name of the library.
- *Federal Tax I.D. # or MO Vendor # if different*—Same as Federal Employee Identification Number (FEIN) or Tax Identification Number (TIN). Make sure this is your Missouri Vendor ID number. In some cases, it is different and this is the number we must have to process your application.
- *Project Director*-Give the name of person who will oversee the project and serve as a contact for reports. Include project director's e-mail address and phone number.
- *Project Title*-Provide a brief title for your project.
- *Total population of legal service area* - Using the latest available census figures, give the population of the legal service area for all participating agencies.
- *Estimated number of adults to be served by this project*-Give a realistic estimate, based on the best and most current information available, of the number of targeted people the project will reach. The Missouri State Census Data Center Web site may be found at: <http://mcdc2.missouri.edu>.
- *LSTA funds requested*-Show the total amount of grant funds you are requesting. Round to the nearest dollar.

- *Project description*-Provide a concise description of your project, not to exceed 250 words. Include key information from each section of Part II, with emphasis on the program activities.

Part II- Program Narrative

This is the most important part of your application. Attach additional sheets with your responses. Organize your narrative using the numbers and headings shown in the application. Type the library's name in the upper right-hand corner of each additional sheet. Add page numbers. Paperclip sheets to the application form. Do not use binders, folders, notebooks, or staples. Type and double-space.

Paperclip any support materials to the back of the application, after the signature page. Attach a letter explaining the resources provided by each partner to your project. A letter must be included for each partner.

Part III—Budget Worksheet and Narrative

The clearly developed budget includes an **Item Description** of the planned expenditures itemized under the correct budget category. The **Basis for the Cost Estimate** should include the cost of each item multiplied by the number of items requested. The **Total Cost** columns are the final cost for the item that will be purchased with LSTA funds or local funds. The final **Total Project Cost** at the bottom will identify the project cost requested for the application. The budget narrative is a clearly defined breakdown of all costs mentioned in the budget worksheet. This should be used to explain how these items will be used in the program and their relationship to each other. For example, explain the connection of purchasing supplies to the overall program involvement or explain how a speaker's cost is broken down.

Part IV- Certification and Signatures

Signature of Library Director-The application must be signed by the administrative head of the library, i.e., the library director, or other administrator, **in blue ink**.

Signature of Library Board President-The library board president must sign the application form, **in blue ink**. This individual must have the authority to sign legal binding agreements. A signature and date on these lines indicate that the library board understands and approves the intent of the grant and will allow the designated project director to oversee the project.

Application Review

A grant application rubric will be used for grant review. These are the topics that will be used to determine if the grant application meets the criteria required for the grant to be awarded. Use this as a check to verify that you are submitting a qualified application.

	Inadequate	Needs Correcting	Clarification Needed	Complete
Application identifies the need				
Application provides complete and clear answers to all questions.				
Application describes adequate timeline				
Scope is compliant with guidelines				
Proposed web design contractor meets requirements, OR described process meets requirements				
Application describes adequate means to test accessibility				
Library has described adequate plan to maintain and update the website				
Appropriate promotional strategies				
Appropriate evaluation strategies				
Meets allowable costs criteria				
Budget detailed and justified				
Comments				

MISSOURI STATE LIBRARY
LSTA Website Makeover
APPLICATION FORM

Fall 2006

Project # _____

YOU MUST USE THIS SHEET AS PAGE 1 OF YOUR APPLICATION!

PART I

Please type.

Name of Library: _____

Federal Tax I.D. # or MO Vendor # if different: _____

Address: _____

City: _____ County: _____ Zip code: _____

Phone: _____ Fax: _____

Library director: _____

Project director (contact person): _____

E-mail address/phone of project director: _____

Project title: _____

Total population of legal service area: _____

Estimated number of adults to be served by this project: _____

LSTA funds requested: \$ _____

Local funds to be used (optional) \$ _____

Project abstract (not to exceed 250 words):

Part II—Program Narrative

Attach additional sheets with your descriptions of the proposed program, guided by the points below. Please number your sections to correspond with the numbers below. Program Narrative should be 3-5 pages.

- 1) Why does your library's current website need a makeover? In your narrative, please address each of these areas:
 - a) Describe the current site and give the web address. Who currently manages the website? What software is used for the site? Does the library host the site, or do you currently use a web hosting service?
 - b) Does the website have the basic content listed on the attached 'Basic Website Elements' list?
 - c) What functions and content would you like to add to your website?
 - d) What parts of the current site do you plan to keep?
- 2) Have you tested the website pages to see if they meet standards for accessibility? See <http://www.webjunction.org/do/Navigation?category=527> for good resources on website accessibility issues.
- 3) Have you developed a 'purpose' or 'goals' statement for your website? What are your library's primary objectives for your website? How does the website makeover fit into your library's technology plan?
- 4) What planning work has already been completed by the library to prepare for the website makeover project? For example, have you -
 - a) Tested accessibility of the website?
 - b) Reviewed potential software applications, and content hosting options?
 - c) Looked at other library websites for potential content and design elements?
 - d) Have staff attended any training sessions on managing a website?
- 5) Do you plan to hire a web designer or web development firm for your project? (Services over \$3000 require a bid process).
 - i) If you have not chosen a designer or vendor to assist with your project, describe how you will choose the designer.
OR
 - ii) If a firm has been chosen, summarize the proposed designer's credentials and why your library has chosen them for this project. Attach resume or business equivalent
- 6) Give a proposed timetable for the project.
- 7) Will the library need to purchase additional software or hardware to support the new site? If the library prefers to use an outside agent to host the website, consider the option of using the webhosting services of MOREnet's kinetic package. (See <http://www.more.net/services/managed/kinetic/index.html> for a description of

MOREnet's email and webhosting services.)

- 8) How will the library maintain and update the site once the makeover is completed?
 - a) Will the staff need to attend training classes from MOREnet, MLNC, or another source? If so, which ones? Will the classes be completed before the end of the grant period?
 - b) Will the web design firm provide training for the staff on maintaining and updating the website?
- 9) How will the library evaluate the success of the website design?

Example: ask library users to rate the user satisfaction or usefulness of the site before and after the design work. Give specific tasks, and see if users can find the information.
- 10) How will the library promote the new website to the community?

Basic Website Elements for Public Libraries

Please mark the library websites' status for each item:

The Basics – strongly recommended content:

	Yes	Partly	None
Library name, address, for each branch including city, state, and zip code			
Phone number(s) by branch and service (include area code)			
Hours of operation for each branch			
Mission statement, possibly including future goals.			
Library policies (especially for library cards, loan periods, use of the meeting room, computer use, unattended children)			
Reference services and special collections			
New items on the site; upcoming events			
Provide link and search tips to the online catalog, if available from automation vendor			

The Basics - additional recommended content:

	Yes	Partly	None
Message from Director and/or Library Board President			
List of Board members			
Board by-laws; Minutes of library board meetings			
Email addresses of library service areas			
Library history and future plans			
Subscription resources links			
Map of library layout, with key to major service areas			
New book list			
FAQs: Frequently Asked Questions			
Friends of the Library information: newsletters, membership form			
volunteer opportunities and recognition of individuals			
Most recent annual report			

The Basics – strongly recommended design elements:

	Yes	Partly	No
Consistent format/background/logo/navigation within a library system. Branches link back to main branch, and main branch links to branches			
Appropriate fonts, web-safe colors			
Feedback or comment form: fill-in form or mailto message			
URL on each page with revision date			
Use metatags on key pages to help the pages to be found with search engines such as Google and also to be correctly annotated in the search summary listing			
Design by the 10 second rule: a visitor should be able to find a link to your catalog, your locations, your programs, your resources, in less than 10 seconds from any page on your site			
Include a site map, and provide a link to it on every page			
No library jargon, e.g., provide a link to the library catalog, not to the OPAC			
Make sure pages load quickly: limit the use of images and text graphics; compress file sizes for all images			
Avoid flashing objects and multi-colored text that distract a visitor's attention			
Avoid pages longer than 2 screens; most users will not scroll down to find information			
Make sure the page is accessible to users with disabilities. Websites should meet accessibility guidelines as specified in the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (http://www.w3.org/TR/WCAG10/checkpoint-list.html) and Federal Section 508 Standards for Electronic and Information Technology http://www.access-board.gov/sec508/guide/1194.22.htm			
Check your pages in multiple browsers to be sure they render correctly, e.g. Internet Explorer, Netscape, Mozilla Firefox, Opera, even on a Mac (Safari)			

Adapted from "Website Design Guidelines for Public Libraries" originally prepared for the Milton Public Library, Milton, MA.

Resources

- **WebJunction Tip Sheets:** See sections on planning websites, accessibility
 - www.webjunction.org
- **Library Support Staff:** web publishing help page
 - <http://librarysupportstaff.com/webpubhelp.html>
- **Library Webmaster Resources**
 - <http://www.librarysupportstaff.com/4libwebmasters.html>
- **Getting Started: Making a Web Site Accessible:** W3C Web Accessibility Initiative)
 - <http://www.w3.org/WAI/gettingstarted/>
- **Accessibility from the Ground Up: A Primer for the Web Designer**
 - http://digital-web.com/articles/accessibility_from_the_ground_up/
- **South Carolina State Library: Basic Public Library Checklist:** for websites
 - <http://www.state.sc.us/scsl/lib/guidlins.html>

Part III: Itemized Budget:

- Use the budget worksheet below to show a line-item budget. Round all figures to the nearest whole dollar. Check your math!
- LSTA funds may not be used for administrative overhead, “door prizes,” “incentives,” or any type of “gift” to presenters, participants, or libraries.
- If local funds will be used, list them on the budget worksheet and explain them in the budget narrative. Equipment and application software for the website requires a 25% local match for new websites; 40% local match for website upgrades.

Library Name:				
Project Title:				
Category	Item Description	Basis for Cost Estimate	Total Cost / LSTA Funds	Total Cost / Local Funds
Library Personnel – Salary and Fringe Benefits	Example: Substitute Staff Project Director	Hours x Rate	\$	\$
Contractual	Examples: Web designer	Hourly or daily rate; Or flat fee	\$	\$
Travel (for contractors)	Examples: Transportation (air, bus, train) Lodging, Mileage, Meals	Nights x Rate Miles x \$.415 Nights x Rate	\$	\$
Equipment and software (local match required)	Examples: Content server; software license	Cost per unit; software purchase price	\$	\$
Supplies	Examples: Paper, postage		\$	\$
Total Project Costs			\$	\$

Budget Narrative

The Budget Narrative is a clearly defined breakdown of all costs listed on the grants budget page. Explain, in narrative form, each line item in the budget worksheet including your resources for estimates and any bid process documentation. Show that these expenditures are clearly related to your project.

Requests for staff costs must include justification for additional staff hours, the rate at which staff will be paid, and the total number of hours staff will work.

Provide explanations for both federal and local funds.

Libraries awarded project funds will have the authority to move up to \$300 between line items within their final proposed budgets.

The TOTAL LSTA FUNDS REQUESTED amount should match the 'amount of LSTA funds requested' line in Part I.

Part IV: Certification and Signatures

ATTENTION: You must use Cover Page, Budget Worksheet, and Certifications and Signatures for your application. Program Narrative and Budget Narrative should be submitted on white paper, single sided, double-spaced. Please number the narrative pages. This page must be the last page of your application.

Signatures of both the Library Director and the Library Board President are required, or the application will not be considered.

We are aware of, and agree to comply with, all state and federal provisions and assurances required under this grant program. If awarded grant funds, we assure that we will carry out the grant project according to the approved grant proposal. This application has been authorized by the appropriate authorities of the applying library. By signing this application, the library board acknowledges compliance with and agreement to all eligibility requirements.

Type name of Library Director

Type name of Library Board President

Signature, above official (in blue ink)

Signature, above official (in blue ink)

Date

Date

Mail completed applications to:

Diana Very, Library Consultant/LSTA Grant Coordinator
LSTA Grant Application
Missouri State Library
600 West Main Street, PO Box 387
Jefferson City, MO 65102-0387

Application deadline: October 4, 2006

For State Library use only:

_____ Approved

_____ Not Approved

\$_____ Amount Awarded

These grants are made available through funds from the Library Services and Technology Act appropriated by Congress and administered by the Institute of Museum and Library Services and the Missouri Secretary of State.

